



## **PRESS RELEASE**

### **Graham Walker, English National Coach, joins the ZENIO Educational Board**

(Frankfurt, Germany – November 3, 2009) ZENIO SPORTS today announces that leading English coach Graham Walker has joined the ZENIO Educational Board.

Graham joins a select number of leading coaches, club-fitters and mental trainers on the ZENIO Educational Board, a body of industry experts that is committed to ensuring that golfers using the ZENIO system fulfil the potential of this innovative putt training and fitting concept.

The ZENIO system was developed as a result of the company's work with Tour players, coaches and golf organisations. It allows golfers of all handicap levels – from professionals to amateurs - to improve their putting quickly and easily. The 'Best Putting Practice' project being developed by ZENIO in co-operation with the Educational Board aims to improve the putt training of all golfers and make it easy to select the right putter.

Graham is widely acknowledged as a short-game specialist and already coaches a number of European Tour players. He is also Lead Coach to both the England A and the England Under-18 squads, in addition to his role of Head Coach of the Yorkshire teams.

“Recording face angle changes and rhythmic actions within the putting stroke allows pupils to uncover the formula for perfection in the putting stroke. The user-friendly technology makes it so easy to improve the putting stroke and ZENIO is now an integral part of my coaching. It really does make a difference.”

Dr Richard Jaekel, inventor of the ZENIO system and CEO of ZENIO SPORTS, welcomed the appointment, saying: “Graham is a fabulous addition to the ZENIO Educational Board and we look forward to working with him. His wealth of experience at International level will unquestionably help ZENIO to move forward with its Best Putting Practice project.”

**ENDS**

### **NOTES TO EDITORS**

ZENIO is a revolutionary training and fitting system that gives golfers immediate putting data in real time and in real, outdoor conditions. Developed in conjunction with leading coaches and Tour players, the ZENIO is the size of a matchbox, weighs just 29 grams and attaches to any putter in just 15 seconds.

It uses the very latest sensor technology to measure the key parameters of the putting stroke - impact, rhythm and face angle - and then immediately transmits the information to the user's Smartphone or PDA via Bluetooth, where it is displayed on-screen in an easy-to-understand graphical format. Users can track their performance on putts of varying length and slope, find their optimum stance, grip and posture, and, by using the fitting option, can even reveal which putter type suits their stroke best.

Those interested in experiencing the unique benefits of ZENIO can online and enjoy a two-week trial of this revolutionary training and fitting system. If for some reason you don't wish to continue using the ZENIO, simply return the system and receive a full refund. Contact: [www.zeniosports.com](http://www.zeniosports.com), 0049.69 631.2656 or [rjaekel@zeniosports.com](mailto:rjaekel@zeniosports.com)